Delivery Specifications FM Radio 2025

Campaign requests & Broadcast instructions

Campaign requests: Are to be sent at least 2 working days before the first broadcasting day at 12:00 to planning@oms.fm.

Broadcasting instructions: Dates of broadcast, Ear-ID's, titles and campaign details are to be sent by e-mail, 2 working days before the first broadcasting at 12:00 at latest to traffic@oms.fm.
If the audio is newly delivered in Spotwave, please mention the exact title and the EAR-ID.
If a commercial is re-used and no older than one year, please mention the commercial code provided by Traffic in the previous campaign.
To prevent double datasets from forming, please mention if the commercial has already been used before.
Always mention which campaign the instructions are for.
Without the instructions being complete, the campaign cannot commence.

Technical Specifications
The uploaded audio file has to be compliant to the properties mentioned below :
- Lineair WAV file
- 48 kHz (other sample frequencies aren't accepted)
- 16 Bit Stereo. (Two identical tracks in case of a mono recording.)
- Maximum 3 seconds of silence.
- Maximum (peak) soundlevel of -6 dBfs based on 0 dBfs
- Uploaded via Spotwave to (at least)one of our radio channels

Delivery deadlines
To start the campaign at the desired date, the campaign request, audio and the broadcast instructions need to be delivered at the deadlines as shown below.

Start campaign	Delivery deadline
Monday	Thursday before 12:00
Tuesday	Friday before 12:00
Wednesday	Monday before 12:00
Thursday	Tuesday before 12:00
Friday	Wednesday before 12:00
Saturday	Thursday before 12:00
Sunday	Thursday before 12:00

Around the holidays, we have adapted delivery deadlines, which are available at Talpanetwork.com or on request.

Spotwave

Talpa Network wants to maintain the highest sound quality for its programs as well as the commercial breaks. For an optimal processing of the commercials, Talpa uses Spotwave.
Spotwave is an external, online platform for uploading audio and providing metadata.
Creating an account and uploading commercials is free of charge. More information can be found at https://spotwave.nl/.
Please Note: Audio delivered as an attachment via e-mail or weblink cannot be processed.
Commercials uploaded in Spotwave, but to stations other than Radio10, 538, SkyRadio, Veronica, 100%NL, SLAM! and/or Sublime, are considered undelivered.

EAR ID

When a commercial is successfully uploaded, the sender receives an automatically generated confirmation , in where the unique EAR ID is mentioned. (EAR-XXXXXXXX). Every Ear-ID is the same for every different station on which the commercial is delivered. This EAR ID is, as is the title, mandatory to be in the broadcast instructions and sent to traffic@oms.fm.
Without an EAR ID, a commercial can't be monitored in the Nationaal Luister Onderzoek and therefore cannot be broadcasted.

Commercial length

Radio commercials are accepted with a maximum length of 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55 en 60 seconds. Different lengths are rounded up to a multiple of 5 seconds. The commercial length is measured from the first moment of audio in the file.
Example:
Audio with a length of 10,00 seconds will be booked as a 10 second commercial. Audio with a length of 10,01 seconds will be booked as a 15 second commercial.

Buma/Stemra

The Buma / Stemra form is to be filled in as complete as possible. There's an option in Spotwave itself to do this. The other option is to upload an external file to Spotwave. This file can be found at www.cuesheet.nl or via telephone at Buma Stemra, department of audiovisual productions: (+31)23-79978289. For more information, please check: www.bumastemra.nl .

Storage and commercial codes

Due to trade- and copyright, commercials that are uploaded to Spotwave can be used to a maximum of 1 year, measured from the first broadcasting day.
For every processed commercial Traffic will provide a commercial code to refer to in a future campaign or flight.
Unused, but uploaded commercials are held on to for a maximum of 1 month. Due to regular clean ups in the databases, it can occur that a spot will have to be re-uploaded.

Contact

Naam	Telefoon	E-mail	Functie
Talpa Network (general)	+31 (0)35 625 27 27	planning@oms.fm/traffic@oms.fm	
Emergency, outside office hours: Nynke Visser	+31 (0)6 102 28 350	traffic@oms.fm/planning@oms.fm	AV Lead
Kees Vos	+31 (0)6 11 31 88 26	kees.vos@oms.fm	Senior Planning
Louise Mulder	+31 (0)6 52 41 55 60	louise.mulder@oms.fm	Planning
Debby Bouwmeester	+31 (0)6 15 54 97 90	debby.bouwmeester@oms.fm	Planning
Esther van der Eijk	+31 (0)6 55 45 43 50	esther.vandereijk@oms.fm	Planning
Andre Willigenburg	+31 (0)6 15 09 71 12	andre.willigenburg@oms.fm	Planning
Sheng-Yi Cai	+31 (0)6 30 17 63 65	sheng-yi.cai@oms.fm	Traffic
Roel Hoekstra	+31 (0)6 83 64 59 34	roel.hoekstra@oms.fm	Traffic & Audioboarding
Jelle van Dijk	+31 (0)6 38 63 22 59	jelle.dijk@oms.fm	Traffic

Adress
Talpa Network
Bergweg 70
1217 SC Hilversum
T: +31(0)35 625 2727
Talpanetwork.com